

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 19, 1998

RJR Account #236370

F. Gray

GRAYS WHOLESALE

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Fran:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (**Note: This is not 'pre-sleeved' product.**) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Box	12300-25379
2	Winston Light Box	12300-25380
1	Winston Ultra Lt Box	12300-25381

Product / Premium Arrival:

June 29, 1998

Ship Date to Retail:

Week of: July 13, 1998

Displays (Item #542810)

<u>SKU CUBE:</u>	1.6113
<u>SKU WT (w/o Product):</u>	3.2200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Cartons
<u>EFT \$ Amount:</u>	\$1,065.80

*Preston didn't deliver.
8/40-1057
Removed per
B. Badgett*

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51852 1732

\$1.00 Off 2-Pack Tear Tape

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$56.00 (4 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162201

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

WHOLESALER : 236370 GRAYS WHOLESALE, INC. <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL \$1/2-NO
 TEMPLATE SEQ : 0916
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	171520	THE GENERAL STORE	816 BRADLEY ST	WATERTOWN	NY	13601	1				(315)788-6841
162201	162239	171563	AUBREYS SHOPPING CT	342 EAST BROADWAY	CAPE VINCENT	NY	13618	1				(315)654-2381
162201	162239	935717	MASSENA BIG 'M' #88	232 N MAIN ST	MASSENA	NY	13662	1				(315)769-8060
162201		171522	B & D CONVENIENCE	703 STATE ST	CLAYTON	NY	13624	1				(315)686-5131
162201		172645	SMITHS GROCERY	146 E ORVIS ST	MASSENA	NY	13662	1				(315)769-7595
162201		172637	AL SMITH SUPERETTE	4 S MAIN ST	NORFOLK	NY	13667	1				(315)384-4261
162201	162239	499604	GREGGS BUTCHER BLOC	MAIN ST - BOX 266	HARRISVILLE	NY	13648	1				(315)543-2790
162201	162239	575253	R & M CORNER MARKET	342 W MAIN ST	GOUVERNEUR	NY	13642	1				(315)287-0140
162201	162239	590828	C. J.'S	157 MARKET ST	POTSDAM	NY	13676	1				(315)265-0226
162201	162239	632674	DUNNS GROCERY	MAIN ST	COLTON	NY	13625	1				(315)262-2364
162201	162238	696070	MERCERS STOP & GO	21623 STATE ROUTE	WATERTOWN	NY	13601	1				(315)788-6555
162201	162239	719918	MCGINNY'S	38198 STATE ROUTE	THERESA	NY	13691	1				(315)628-4330
162201	162239	762908	GEARSBECK GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	2				(315)848-2758
162201	162239	763168	NORPR/DBA BREEZE-IN	BLACK LAKE RD BX1	OGDENSBURG	NY	13669	1				(315)393-3050
162201	162239	785828	JRECK CONVENIENCE	1201 ARSENAL ST	WATERTOWN	NY	13601	2				(315)785-5485
162202	162238	171532	MERCERS STOP & GO	32 E CHURCH ST	ADAMS	NY	13605	2				(315)232-4214
162202		759299	SPY ISLAND STORE	308 STATE ROUTE 1	MEXICO	NY	13114	1				(315)963-8855
162202		264680	BEST WAY C & C	1 BYER RD	OSWEGO	NY	13126	1				(315)343-8048
162202	162238	742261	LITTLE LUKEY'S STOR	538 S ALBION RD	ALTMAR	NY	13302	1				(315)298-2740
162202	162238	772299	HOLLYWOOD NEWS	48 W BRIDGE ST	OSWEGO	NY	13126	1				(315)343-0113

PAGE BREAK TOTAL ACCOUNTS 20 TOTAL QUANTITY 23

TEMPLATE TOTAL ACCOUNTS 20 TOTAL QUANTITY 23

***** END OF REPORT FOR PROMOTION 800750 *****

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTION

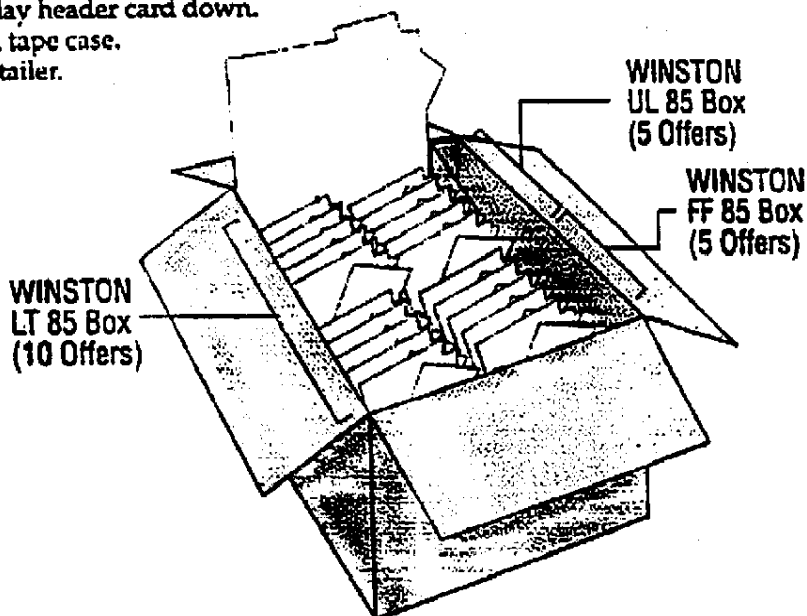
3RD QTR.'98

July Winston \$1 OFF 2 Packs

(Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL \$1 / 2 PKS

Brand Style	Box	LT Box	ULT LT Box				
Number of cartons	1	2	1				

51852 1735

\$1.00 off with 2-pack purchase

Lose the additives

Save a
buck

when you buy 2 packs



- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

No additives

51852 1736